

ORDER



Orders
Order / Rev: 63921
Alt Order #: 9836745 /Brad
Product Desc: TOM SMITH 4 SENATE
Estimate: 316
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/05/12 / 10/11/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: SRCP Media
Buying Contact:
Billing Contact:
 201 North Union Street Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Smith/R/Senate
Demographic: A35+
Product Codes: US Senate
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/15/12 | 61 | \$23,355.00 | \$19,851.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 61 | \$23,355.00 | \$19,851.75 | 0.00 |
| Totals | 61 | \$23,355.00 | \$19,851.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------------|-------|--------------|
| WHP-TV CBS21 | 16% | \$23,355.00 |
| Market | 100% | \$145,968.75 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| EHP | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WGAL | 42% | \$61,306.88 |
| WHTM | 28% | \$40,871.25 |
| WLYH | 0% | \$0.00 |
| WPMT | 14% | \$20,435.62 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|-----|----------|----------|---|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|------------|
| N 1 | WHP | 10/09/12 | 10/15/12 | M-F 11a-12p M-F 11a-12p | CM | 11a-12p | MTWTF-- | :30 | 5 | \$325.00 | P-2 | 0.00 | NM | 5 | \$1,625.00 |
| N 2 | WHP | 10/09/12 | 10/15/12 | M-F 4p-5p M-F 4p-5p | CM | 4p-5p | MTWTF-- | :30 | 5 | \$150.00 | P-3 | 0.00 | NM | 5 | \$750.00 |
| N 3 | WHP | 10/09/12 | 10/15/12 | M-F 5p-530p News CBS 21 News at 5p | CM | 5p-530p | MTWTF-- | :30 | 2 | \$110.00 | P-3 | 0.00 | NM | 2 | \$220.00 |
| N 4 | WHP | 10/09/12 | 10/15/12 | M-F 530p-6p News CBS 21 News at 530p | CM | 530p-6p | MTWTF-- | :30 | 5 | \$110.00 | P-3 | 0.00 | NM | 5 | \$550.00 |
| N 5 | WHP | 10/09/12 | 10/15/12 | M-F 6p-630p News CBS 21 News at 6p | CM | 6p-630p | MTWTF-- | :30 | 5 | \$125.00 | P-3 | 0.00 | NM | 5 | \$625.00 |
| N 6 | WHP | 10/09/12 | 10/15/12 | | CM | 7p-730p | MTWTF-- | :30 | 5 | \$400.00 | P-3 | 0.00 | NM | 5 | \$2,000.00 |

Order / Rev: 63921
 Alt Order #: 9836745 /Brad
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Smith/R/Senate
 Product Desc: TOM SMITH 4 SENATE
 Estimate: 316

WHP-TV CBS21

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|-----|-------------------|-----------------|---|-------------------|----------------|-------------|-----|---------------|------------|-----|------|--------|-------|-------------|
| | | | | M-F 7p-730p M-F 7p-730p | | | | | | | | | | | |
| N 7 | WHP | 10/09/12 | 10/15/12 | M-F 730p-8p M-F 730p-8p | CM | 730p-8p | MTWTF-- | :30 | 5 | \$450.00 | P-3 | 0.00 | NM | 5 | \$2,250.00 |
| N 8 | WHP | 10/09/12 | 10/15/12 | M-F 11p-1135p News CBS 21 News at 11p | CM | 11p-1135p | MTWTF-- | :30 | 5 | \$150.00 | P-3 | 0.00 | NM | 5 | \$750.00 |
| N 9 | WHP | 10/09/12 | 10/15/12 | Letterman Letterman | CM | 1135p-1235a | MTWTF-- | :30 | 5 | \$70.00 | P-3 | 0.00 | NM | 5 | \$350.00 |
| N 10 | WHP | 10/09/12 | 10/15/12 | Tue Reg 1 Tue 8p-9p | CM | 8p-9p | -T----- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| N 11 | WHP | 10/09/12 | 10/15/12 | Tue Reg 2 Tue 9p-10p | CM | 9p-10p | -T----- | :30 | 1 | \$1,600.00 | P-3 | 0.00 | NM | 1 | \$1,600.00 |
| N 12 | WHP | 10/09/12 | 10/15/12 | Wed Reg 2 Wed 9p-10p | CM | 9p-10p | --W---- | :30 | 1 | \$1,600.00 | P-3 | 0.00 | NM | 1 | \$1,600.00 |
| N 13 | WHP | 10/09/12 | 10/15/12 | Su 6p-630p News CBS 21 News at 6p | CM | 6p-630p | -----S | :30 | 2 | \$80.00 | P-3 | 0.00 | NM | 2 | \$160.00 |
| N 14 | WHP | 10/09/12 | 10/15/12 | Sat Reg 1 Sat 8p-9p | CM | 8p-9p | -----S- | :30 | 1 | \$200.00 | P-4 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S- | 1 | | \$200.00 | | 0.00 | | | | | | |
| N 15 | WHP | 10/09/12 | 10/15/12 | Sa-Su 11p-1130p News CBS 21 News Weekend | CM | 11p-1130p | -----SS | :30 | 1 | \$90.00 | P-3 | 0.00 | NM | 1 | \$90.00 |
| N 16 | WHP | 10/09/12 | 10/15/12 | CBS Sun Morning CBS Sun Morning | CM | 9a-1030a | -----S | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 |
| N 17 | WHP | 10/09/12 | 10/15/12 | Sun Reg 1 Sun 7p-8p | CM | 7p-8p | -----S | :30 | 1 | \$1,800.00 | P-2 | 0.00 | NM | 1 | \$1,800.00 |
| N 18 | WHP | 10/09/12 | 10/15/12 | Sun Reg 4 Sun 10p-11p | CM | 10p-11p | -----S | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| N 19 | WHP | 10/09/12 | 10/15/12 | Fri Reg 3 Fri 10p-11p | CM | 10p-11p | ----F-- | :30 | 2 | \$1,000.00 | P-3 | 0.00 | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | ----F-- | 2 | | \$1,000.00 | | 0.00 | | | | | | |
| N 20 | WHP | 10/15/12 | 10/15/12 | Letterman Letterman | CM | 1135p-1235a | M----- | :30 | 2 | \$140.00 | P-2 | 0.00 | NM | 2 | \$280.00 |
| N 21 | WHP | 10/09/12 | 10/15/12 | Sa-Su 11p-1130p News CBS 21 News Weekend | CM | 11p-1130p | -----SS | :30 | 1 | \$90.00 | P-3 | 0.00 | NM | 1 | \$90.00 |
| N 23 | WHP | 10/15/12 | 10/15/12 | M-F 2p-3p M-F 2p-3p | CM | 2p-3p | M----- | :30 | 1 | \$65.00 | P-4 | 0.00 | NM | 1 | \$65.00 |
| N 24 | WHP | 10/09/12 | 10/15/12 | Sun Reg 3 Sun 9p-10p | CM | 9p-10p | -----S | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 1 | \$2,000.00 |
| N 25 | WHP | 10/09/12 | 10/15/12 | Sun Reg 2 Sun 8p-9p | CM | 8p-9p | -----S | :30 | 1 | \$1,000.00 | P-4 | 0.00 | NM | 1 | \$1,000.00 |
| N 26 | WHP | 10/09/12 | 10/15/12 | Sat Reg 2 Sat 9p-10p | CM | 9p-10p | -----S- | :30 | 1 | \$200.00 | P-4 | 0.00 | NM | 1 | \$200.00 |
| | | | | | | | | | | | | | Totals | 61 | \$23,355.00 |